

**The Impact of Breaking
News on Iraqi Television in
stirring Public Opinion.**

**تأثير الاخبار العاجلة في
التلفزيون العراقي في اثاره
الرأي العام .**

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Abstract:

This research aims to examine the impact of breaking news on Iraqi television on mobilizing public opinion, with a focus on social and political dimensions. The coverage of breaking news on two major events was analyzed: the Prime Minister's announcement of infrastructure projects and the arrest of the killer of journalist Laith Mohammed Redha. A questionnaire was designed using a seven-point Likert scale and distributed to 400 Iraqi viewers, with an even distribution across gender and age groups. The results showed that breaking news significantly influences public opinion, with an average response of 4.2 on the Likert scale. Correlation analysis also revealed a strong relationship between breaking news and interest in social issues (correlation coefficient of 0.74), while multiple regression analysis demonstrated a clear impact of breaking news on shaping political attitudes (impact coefficient of 0.68). The research concluded that breaking news is not merely a means of conveying information; it plays a pivotal role in shaping the public's social and political awareness. It also enhances individuals' trust in the media as a reliable source of information. The study recommends improving media coverage of breaking news to ensure a balance between objective reporting and stimulating community awareness, while taking into account the social and political impact of such news on public opinion.

Keywords: Breaking news, public opinion, Iraqi television, social dimension, political dimension.

الملخص:

يهدف هذا البحث إلى دراسة أثر الأخبار العاجلة في القنوات التلفزيونية العراقية في تعبئة الرأي العام، مع التركيز على البعدين الاجتماعي والسياسي، وقد جرى تحليل التغطية الإخبارية العاجلة لحدثين بارزين، هما إعلان رئيس مجلس الوزراء عن مشاريع البنى التحتية، وإلقاء القبض على قاتل الصحفي ليث محمد رضا، ولتحقيق أهداف الدراسة، تم تصميم استبانة وفق مقياس ليكرت السباعي، ووزعت على عينة قوامها (٤٠٠) مشاهد عراقي، مع مراعاة التوزيع المتكافئ بحسب الجنس والفئات العمرية.

وأظهرت نتائج الدراسة أن للأخبار العاجلة تأثيراً معنوياً جلياً في تشكيل الرأي العام، إذ بلغ المتوسط الحسابي للاستجابات (٤,٢) على مقياس ليكرت، كما كشفت نتائج تحليل الارتباط عن وجود علاقة قوية بين الأخبار العاجلة ومستوى الاهتمام بالقضايا الاجتماعية، حيث بلغ معامل الارتباط (٠,٧٤)، في حين بيّن تحليل الانحدار المتعدد وجود تأثير ملموس للأخبار العاجلة في تشكيل الاتجاهات السياسية، بمعامل تأثير بلغ (٠,٦٨).

وكشف البحث أن الأخبار العاجلة لا تقتصر على كونها وسيلة لنقل المعلومات فحسب، بل تؤدي دوراً محورياً في تشكيل الوعي الاجتماعي والسياسي لدى الجمهور، وتساهم في تعزيز ثقة الأفراد بوسائل الإعلام بوصفها مصدراً موثوقاً للمعلومات. وأوصت الدراسة بضرورة الارتقاء بتغطية الأخبار العاجلة، بما يضمن تحقيق التوازن بين الموضوعية في العرض وتحفيز الوعي المجتمعي، مع مراعاة الأبعاد الاجتماعية والسياسية لانعكاس هذه الأخبار على الرأي العام.

الكلمات المفتاحية: الأخبار العاجلة، الرأي العام، التلفزيون العراقي، البعد الاجتماعي، البعد السياسي



Introduction

Breaking news is a primary source of immediate information reaching the public in real time, making it a powerful tool for influencing public attitudes and behaviors. (Steensen, Steen, 2024: p24), With rapid technological development, breaking news has become one of the most prominent media tools that directly influences public opinion, especially in environments experiencing rapid political and social transformations such as Iraq, However, the speed of transmission and the sensational nature of this news makes it vulnerable to amplification or distortion, which can lead to the spread of misleading or inaccurate information.

In recent years, traditional media outlets, such as television, have evolved to keep pace with technological changes, with breaking news now broadcast live and continuously, increasing its impact on audiences (Anderson, Mark, 2025: p11). Although television is considered a relatively reliable source compared to social media, media coverage of breaking news can be subject to bias or manipulation, especially in turbulent political and social circumstances (Ferraresi, Adriano,2025) .

In this research, breaking news on Iraqi television is a major focus of public interest, providing quick information on political, social, and economic events that directly impact their daily lives. However, the sensational nature of this news and its rapid spread can trigger strong emotional reactions among the public, which could negatively impact societal stability if media coverage is not balanced and objective

CHAPTER ONE

THE METHODOLOGICAL FRAMEWORK

Research Problem

The research problem lies in the rapid acceleration of the «breaking news» phenomenon across satellite channels, which has evolved beyond mere reporting to become a primary catalyst for stimulating and directing public opinion, Amidst the complex political and security landscape in Iraq, there is a critical need to understand how this media immediacy influences the cognitive and behavioral trends of the Iraqi public. This is particularly vital given the current academic gap, where existing studies have focused on general content while overlooking the specific impact of breaking news.

Main Research Question: What is the role of breaking news on satellite channels in stimulating public opinion among the Iraqi audience?

Sub-Questions:

1. To what extent does the Iraqi public rely on breaking news as a primary information source?
2. What persuasive and technical methods do satellite channels employ in presenting breaking news to capture public attention?
3. How does breaking news influence the attitudes of the Iraqi public toward current events?

Research Importance:

1. Theoretical Significance:* Contributing to the field of media



studies by linking the psychology of «immediacy» with public opinion formation in crisis-prone environments.

2. **Practical Significance:*** Providing media organizations and policymakers with insights into how the public interacts with urgent news, aiding in effective media crisis management and balanced discourse.

Research Aims:

1. To identify the frequency and rates of breaking news consumption among the Iraqi audience.
2. To determine the relationship between intensive exposure to breaking news and the process of public opinion formation.
3. To monitor the (cognitive, affective, and behavioral) effects resulting from following breaking news among the study sample.

RESEARCH TYPE AND METHODOLOGY

This research is considered a descriptive research that is based on describing scientific phenomena and the conditions surrounding them within their environment and the scientific field to which they belong, the researchers adopted the survey method for the purpose of describing, analyzing, and identifying the impact of breaking news on Iraqi television in stirring public opinion.

Research Community and Sample

The research population was represented by the Iraqi audience who follow satellite television channels. Due to the large size of the research population and the difficulty of fully enumerating it,

the researcher resorted to selecting an available sample within the framework of non-probability samples. It was stipulated that the respondents possess the characteristic of exposure to Iraqi satellite channels and be aged eighteen years and above. The basic sample of the research was determined to be (400) individuals from members of Iraqi society.

Search Tool

The two researchers relied on obtaining the necessary information through electronic and paper-based questionnaires, which included several axes to collect data related to the research topic, by using a number of scales that are consistent with the objectives the research seeks to achieve, in addition to benefiting from previous studies in constructing the other items of the questionnaire. The questionnaire form was presented to a number of experts for validation before being distributed to the respondents.

Literature Review

Breaking news is one of the most prominent media phenomena of the digital age, fulfilling the public's need for immediate information about current events (Surcis, G, 2024: p425). With the advancement of technology and the proliferation of digital media, breaking news has become an integral part of the media landscape, providing live and immediate coverage of important events (Pelau, Corina, 2023) . However, the nature of this news and the speed of its dissemination pose cognitive and social challenges related to its credibility and impact on public opinion. Breaking news is media reports transmitted instantly about



significant events, whether political, social, economic, or natural disasters. This news is characterized by its rapid dissemination, broadcast live on television, radio, or digital platforms, making it a powerful tool in shaping public opinion (Long, Zhenzhen, 2022: p4325) . Breaking news is considered part of modern digital journalism, which relies on immediacy and live coverage to meet the public's need for rapid information (Alkhodair, Sarah, 2020). Live coverage is a key component of breaking news, as events are transmitted in real time, allowing the audience to follow developments moment. Breaking news relies on reliable sources such as news agencies, emergency services, and the police, where information is verified before being published, despite the time constraints (Ekström, Mats, 179 :2021). Breaking news provides quick analysis from experts and broadcasters, helping audiences understand events more deeply. Breaking news is constantly updated to provide fresh and accurate information about current events (Freire, Ana, 2021: p157).

Study 1: Amjad Bashir Al-Tabbal (2017) «The Influence of Arabic-Language International Satellite Channels on Libyan Public Opinion Regarding the Aftermath of the Libyan Revolution,» Scientific Journal of Radio and Television Research, Issue 9, January 2017, pp. 495-469.

Objectives: This study aimed to analyze the role of international Arabic-speaking satellite networks (Al-Hurra, France 24, and the BBC) in covering the February Revolution in Libya and its subsequent repercussions. It specifically examined the influence of these broadcasts on Libyan citizens, focusing on the cognitive, emotional, and behavioral shifts resulting from the public's

reliance on these international outlets.

Key Findings:

A high viewership rate of international Arabic-language satellite channels was observed among the respondents, with the BBC ranking as the most-watched channel within the sample.

The results indicated that BBC Arabic and France 24 were the primary sources relied upon by the audience for information regarding the events of the Libyan Revolution.

News bulletins emerged as the most frequently consumed television content among the participants.

Study 2: Waleed Ahmed Hussein Al-Qaidani (2022) «Factors Influencing the Formation of Yemeni Public Opinion: A Field Study,» Al-Andalus Journal for Humanities and Social Sciences, Vol. 9, Issue 53, Jan-March 2022.

Objectives: The study sought to identify the key determinants shaping Yemeni public opinion. Utilizing a descriptive-analytical approach, the researcher surveyed a population from the capital, Sana'a, spanning 10 districts (Old Sana'a, Al-Tahrir, Al-Safia, Azal, Al-Wahda, Mu'in, Al-Thawra, Bani Al-Harith, Al-Sabeen, and Shu'ub). A sample of 400 respondents was selected, with questionnaires distributed equally across these districts.

Key Findings:

Public opinion formation is driven by a complex interplay of enduring (personal) factors, social factors, and transient factors, each varying in its degree of influence from the perspective of the Yemeni community.

Cultural factors, religion, and social affiliation (as interactive social variables) exerted the most significant influence on public



opinion. Meanwhile, social media and the nature of current events (as transient factors) played a crucial role in mobilizing and provoking public sentiment.

Demographic variables (as stable personal factors) were found to be instrumental in directing the trajectory of Yemeni public opinion.

Research Gap and Study Contribution

« While prior research has extensively examined the role of international satellite channels in shaping public opinion during political crises—as seen in Al-Tabbal’s (2017) study on the Libyan Revolution—and identified various socio-cultural factors influencing public sentiment, such as in Al-Qaidani’s (2022) work in Yemen, a significant empirical void remains regarding the specific impact of breaking news (urgent news flashes).

Existing literature has largely focused on general media consumption and directed international broadcasting, yet the psychological and behavioral mobilization triggered specifically by the immediacy of breaking news within the Iraqi context has been overlooked. This study addresses this gap by investigating how breaking news on satellite networks acts as a catalyst for public opinion formation among the Iraqi audience, providing a novel perspective on real-time media effects in volatile political environments.»

Chapter Two

Theoretical Framework for Research Dimensions of breaking news

Immediacy is one of the most important dimensions of breaking news, as events are reported in real time, making it an effective tool for stirring public opinion. Breaking news provides quick and conclusive information about important events, helping the public form a clear picture of reality (Alkhodair, Sarah, TMIS, 2020: p4). Breaking news plays an important role in shaping public opinion, as it can lead to widespread societal interactions, such as public debates or grassroots movements. Breaking news relies on modern technology, such as live online streaming, smartphones, and portable cameras, which allow for instant transmission of events (Pelau, Corina, 2023).

Cognitive challenges of breaking news

One of the biggest challenges is the speed of publication, as it can lead to the spread of inaccurate or misleading information (Long, Zhenzhen, 2022: p4326) . The information in breaking news is often unconfirmed, which increases the risk of misinformation being spread . Live broadcasting of breaking news can lead to cognitive dissonance, where the actual performance of reporters does not meet the assumed cognitive claims . Information quality is a major challenge, as the high priority given to breaking news can compromise its news value (Alkhodair, Sarah, 2020).

Public opinion is a complex and multifaceted concept that has received widespread attention in many academic disciplines, such as sociology, political science, philosophy, and communication



sciences. Public opinion refers to the sum of collective opinions and attitudes expressed by members of a society regarding a particular issue or event, and it often has a significant impact on political decisions and social norms (Ferraresi, Adriano, 2025) In this context, this study provides an overview of the concept of public opinion, its dimensions, theories, and methods of influencing it .

The concept of public opinion

Public opinion is the expression of the collective attitudes and opinions held by a large segment of the population regarding a public issue (Zhang, Yi., 2025: p458). It includes the public expression of these opinions, whether through public debates, the media, or social media platforms. Public opinion is thought to be a social force which can play a critical role in policy making and in the creation of balanced and representative policy.

Key areas of public opinion

Public opinion is in the social fabric of people, reflecting values and beliefs inherent to society. It is conditioned by social and cultural norms and traditions (Mondon, Aurelien, 22 :2025). Public opinion is a key element in voting behavior and government responsiveness to its people for democratic systems. Media and social media platforms are among the most prominent tools that shape public opinion, as they work to disseminate information and guide public discussions (Indainanto, Yofiendi Indah, 2025: p19). Public opinion is influenced by individuals' political factors, such as group attachment and fear of social isolation, which explains phenomena such as the «spiral of silence (Wang, Xuna,

2025).»

Public opinion theories

The Spiral of Silence Theory _Elizabeth Noelle-Neumann_ suggests that individuals tend to express their opinions when they feel they are socially acceptable, while remaining silent if they feel their opinions are unpopular. This theory highlights the role of social pressure in shaping public opinion (Aruku, Kalita, 2024).

Agenda-setting theory refers to the media's ability to identify issues that the public considers important, and thus influence public opinion by focusing on certain topics (Buyanza-Mwidima, Cezalia, 2024: p29).

Uses and gratification theory focuses on how individuals use the media to meet their political and social needs, which in turn influences the formation of their opinions and attitudes. (Bush, Patrick Andrew, 2024: p54)

Methods of influencing public opinion

Media and social media Traditional and digital media are among the most prominent tools used to shape public opinion. Platforms such as Twitter, Facebook, and YouTube contribute to disseminating information and guiding public debate (Deng, Jiango,2025:p25) .

Language and media manipulation Linguistic techniques such as euphemisms, metaphors, and profanity are used to subtly influence the audience's perception of information (Nică, Andreea Claudia,2024) .

Misinformation and media disinformation Spreading false or



misleading information is a controversial method of influencing public opinion, despite the ethical concerns associated with such practices (Rhee, Kasey, 2024) .

Emotional appeals Emotional narratives or moving images are used to emotionally engage the audience, making them more receptive to certain points of view (Rhee, Kasey, 2023) .

Identify key influencers In social networks, influential individuals or groups are identified who can amplify messages and steer public opinion (Setter, Davyd, 2022) .

Challenges and ethical considerations

Ethical concerns Manipulating public opinion raises ethical questions, especially if it involves deception or coercion. Methods of influencing public opinion must be transparent and accountable (Deng, Jiango, 2025: p29) .

Regulatory frameworks Many countries impose legal restrictions on methods of influencing public opinion, especially those that violate freedom of expression or spread misinformation. (Zhang, Yi, 2025: p462)

backlash Excessive manipulation of public opinion can lead to a backlash, where the public turns against those perceived to be manipulating them (Bush, Patrick Andrew, 2024: p66) .

Contemporary issues

Opinion polls Opinion polls are a key tool for measuring public opinion in the modern era, despite challenges related to their accuracy and fair representation of the public (Aruku, Kalita, 2024).

Digital impact With the rise of digital platforms such as the

metaverse, virtual environments are creating new spaces for shaping public opinion, raising new questions about the ethics and impact of these technologies on public discourse (Mondon, Aurelien, 2025: p22) .

Methodology and data collection

Objective, Hypothesis, Research Design

This research is considered a descriptive research that is based on describing scientific phenomena and the conditions surrounding them within their environment and the scientific field to which they belong, the researchers adopted the survey method for the purpose of describing, analyzing, and identifying the impact of breaking news on Iraqi television in stirring public opinion.

This study aims to explore the impact of breaking news on Iraqi television on stirring up public opinion, by analyzing how such news is covered and understanding how it is received by the public. The study will also shed light on the role this news plays in influencing the social and interpretive dimensions of public opinion.(obaid,2023).

Through this research, we hope to provide a comprehensive vision on how to exploit breaking news as an effective tool to promote transparency and responsible media, while proposing recommendations to improve media coverage in a way that serves the interests of Iraqi society and enhances its stability .

Therefore, we propose the following hypotheses

The first main hypothesis is that breaking news on Iraqi television affects public opinion

The first sub-hypothesis Breaking news on Iraqi television affects the social dimension of public opinion.

Second sub-hypothesis Breaking news on Iraqi television affects the political dimension of public opinion.

In the hypotheses, we aim to measure the impact of breaking news on public opinion in the social and political dimensions. To measure this impact, we designed a questionnaire and distributed it to 400 Iraqi viewers after verifying their interest in and viewing of Iraqi television.

Two news stories were reported on the Iraqi News Channel. The first The Iraqi Prime Minister announced the launch of 14 projects within the first package of infrastructure projects and rehabilitation work in Sinjar District and the Nineveh Plain regions on March 2025 ,15.

Second case The Interior Ministry spokesman announced the arrest of the killer of journalist Laith Mohammed Redha on March 2025 ,13.

They were given a questionnaire with closed responses according to the seven-point Likert system, with 1 being completely disagreeable and 5 being completely agreeable.

Data were collected in March 2025 and the sample was equally distributed between the sexes, %52 men and %48 women. The percentage of respondents aged 30-25 years was approximately %36, the percentage of respondents aged 35-31 years was approximately %33, the percentage of respondents aged 45-36

years was %30, the percentage of respondents aged 24-20 years was approximately %2, the percentage of respondents aged -45 55 years was approximately %1, and the age group over 55 years was approximately %1.

Factor analysis and reliability of variables›s alpha is one of the most widely used statistical measures for assessing the reliability_ stability _of research instruments, particularly in research that relies on questionnaires or psychological scales. This coefficient is used to determine the consistency of items within a scale, helping researchers ensure that questions or items reliably measure the same construct or concept .

Cronbach›s alpha coefficient is a statistical measure used to assess the internal consistency of items in a questionnaire or scale. It is expressed as a value ranging from 0 to 1, with a value closer to 1 indicating higher reliability .

Interpretation of Cronbach›s alpha coefficient values

Less than 0.5 Unacceptable reliability .

Between 0.5 and 0.6 Poor reliability .

Between 0.6 and 0.7 Acceptable reliability .

Between 0.7 and 0.8 Good reliability .

Between 0.8 and 0.9 Very high reliability .

Higher than 0.9 Excellent reliability .



phrase	Cronbach's alpha coefficient	Reliability
Assessment of the First Case Prime Minister's Announcement of Infrastructure Projects		
Breaking news about infrastructure projects is interesting .	0.702	Good
This news sparked my interest in social issues related to development .	0.766	Good
This news has affected my attitude towards the government's performance in the field of infrastructure .	0.763	Good
This news makes me more optimistic about the future of the areas affected by the projects	0.832	very high
This news has boosted my confidence in the government's ability to achieve development .	0.763	Good
Evaluation of the Second Case _Announcement of the Arrest of the Killer of Journalist Laith Mohammed Redha_		
Breaking news about the arrest of the journalist's killer is interesting .	0.812	very high
This news sparked my interest in issues of social justice and journalists' rights .	0.776	Good
This news affected my attitude towards the Ministry of Interior's performance in achieving security .	0.749	Good
This news makes me more confident in the ability of the security services to achieve justice	0.762	Good
This news has strengthened my belief in the importance of press freedom in society .	0.601	Acceptable
Breaking news on Iraqi television greatly influences the formation of public opinion .	0.812	very high
General Assessment of the Impact of Breaking News		
Breaking news raises awareness of social issues among community members .	0.707	Good
Breaking news affects individuals' political attitudes toward public issues .	0.674	Acceptable
Breaking news makes me more engaged with national issues .	0.706	Good
Breaking news increases my trust in the media as a reliable source of information .	0.77	Good

Overall, the results show that most of the statements in the questionnaire had good to very high reliability, indicating that the questionnaire consistently and effectively measures the desired concepts. However, some statements scored only acceptable reliability, such as «This news strengthened my belief in the importance of press freedom in society» and «Breaking news influences people's political attitudes toward public issues,» which may warrant reconsidering their wording to improve their reliability. Overall, this questionnaire is reliable in measuring the impact of breaking news on public opinion, with consideration given to possible improvements for statements with lower reliability .

Results

The variables were measured using a Likert scale from

- ✦ Analysis of variance _ANOVA_ t- test to examine the effect of breaking news on public opinion .
- ✦ Regression Analysis to determine the relationship between breaking news and the social and political dimension of public opinion .
- ✦ Calculating correlation coefficients to measure the strength of the relationship between breaking news and dimensions of public opinion .

The first main hypothesis The impact of breaking news on Iraqi television on stirring up public opinion.

T- Test to compare means of responses

Average response on the Likert scale 4.2 with a standard deviation of 0.85 -value = 6.87 , p-value < 0.001 , indicating a strong impact of breaking news on public opinion.

Sub-hypothesis 1 The impact of breaking news on arousing the social dimension of public opinion

Correlation analysis

Correlation coefficient between breaking news and the social dimension of public opinion 0.74 _statistically significant at $p < 0.001$ _.

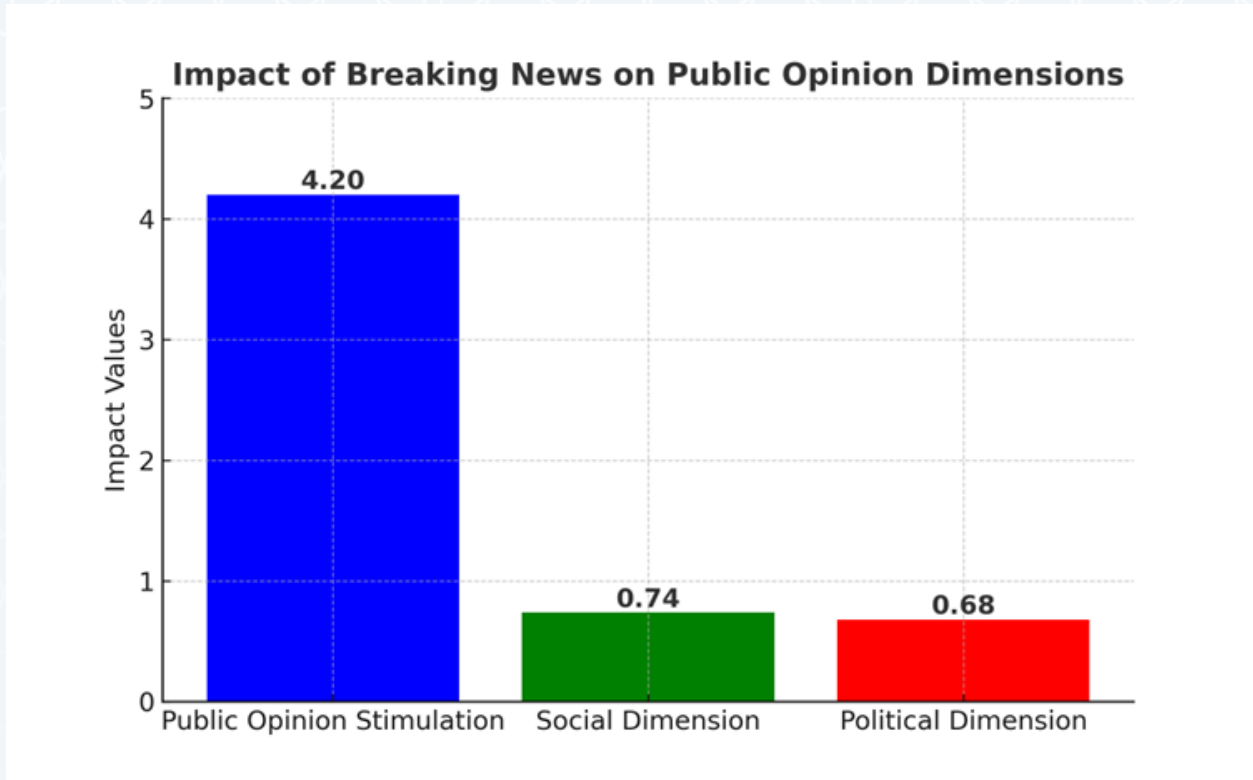
The results indicate a strong positive relationship between breaking news and increased interest in social issues .

Second sub-hypothesis The impact of breaking news on arousing the political dimension of public opinion

Multiple regression analysis

Equation Change in political positions = $0.68 + 1.2 \times \text{breaking news_Impact}$ coefficient $\beta = 0.68$, indicating a clear impact of breaking news on shaping political opinion .

The coefficient of determination $R^2 = 0.62$, which means that breaking news explains %62 of the changes in political attitudes.



This chart illustrates the impact of breaking news on public opinion dimensions. The average impact of news on public opinion was 4.2 on a Likert scale, while the correlation coefficient between breaking news and the social dimension was 0.74, and the impact coefficient on the political dimension was 0.68, according to multiple regression analysis. These results reflect the powerful influence of breaking news on shaping public awareness and social and political attitudes .



Discussion

The results of the statistical analysis indicate that breaking news on Iraqi television plays a major role in stirring public opinion. The data showed that the average responses regarding the impact of this news were high, with an average of 4.2 on the Likert scale, indicating clear agreement among sample members on the strength of this impact. A t- test also showed strong statistical significance supporting this result, with the t- value equaling 6.87 with a significance level less than 0.001, indicating that this effect is not random, but rather reflects a real relationship between breaking news and the level of public interest in the issues under discussion .

On the social level, breaking news clearly contributes to raising citizens' awareness of various social issues. This is reflected in the strength of the statistical relationship between the two variables, with the correlation coefficient reaching 0.74, indicating that individuals who follow breaking news are significantly influenced by the social issues associated with it. This effect was not merely a passing interest; rather, it was reflected in individuals' attitudes and behaviors. The data showed that many of them have become more aware of and influenced by issues related to infrastructure, development, and social justice, as evidenced by their responses to questions related to responding to situations such as the announcement of infrastructure projects or the arrest of a journalist's killer .

Regarding the impact of breaking news on the political dimension of public opinion, the results of the multiple regression analysis showed a positive relationship between following breaking

news and taking political positions on public issues. The impact coefficient in the statistical equation was 0.68, meaning that each increase in exposure to breaking news leads to a clear increase in individuals' political positions. The R^2 coefficient of determination which reached in 62.0 also indicated that breaking news explains more than %60 of changes in citizens' political opinion, demonstrating that Iraqi television plays a significant role in shaping political attitudes, whether through addressing security issues or government decisions .

In general, it can be concluded that breaking news is not limited to simply reporting events; it also reshapes individuals' awareness and attitudes toward social and political issues. The more citizens are exposed to this news, the more likely they are to engage with it, whether by becoming more interested in the issues at hand or adopting new positions toward the government and security institutions. The news also works to increase citizens' trust in the media, especially visual media, as a reliable source of information, Media research has indicated that exposure to breaking news on television channels is associated with a higher level of audience trust in the information presented, considering it as a representation of the truth in confronting corruption and thus achieving social justice From this, we conclude that breaking news on Iraqi television channels is more than just presenting events; rather, it contributes to stirring public opinion and shaping citizens' views on some important issues in society.



Conclusions

The research findings revealed that the news bulletins presented by the Iraqi channel are not merely transient events, but rather serve as an effective tool in shaping public opinion and orientations, as well as contributing to social and political change. The study also showed that news coverage helps increase societal awareness of social problems, which is particularly evident among students, whose understanding of the role of the state and its institutions in meeting social needs and addressing urgent issues becomes more pronounced. This influence is not limited to the audience's mere consumption of information, but extends to motivating them to adopt new positions and engage with national issues from a more conscious perspective.

On the political side, information presented in breaking news often attracts public attention, but it is not always taken for granted. Such news can reshape citizens' political attitudes toward the government and security forces. These reports tend to reassure some individuals, while raising doubts in others about the reality of these events and their potential impact on development.

On the other hand, news coverage related to «fighting crime» or «arresting criminals» clearly attracts public attention and strengthens citizens' sense of safety and confidence in the ability of security forces to enforce the law. However this effect remains dependent on how the news is framed, as the presentation of the event and the nature of the details provided play a significant role in determining whether citizens respond positively or negatively.

It is clear, therefore, that the impact of breaking news is diverse. It plays a fundamental role in attracting public interest as well as in enhancing trust in government and media institutions. Regular followers of breaking news may be more capable of assessing the performance of the government and state institutions, which could lead either to increased trust or to greater skepticism and distrust, especially if the public believes that the media is conveying false information. This dynamic relationship between the media and the public reflects the way in which public attitudes are formed, not only based on what the media reports, but also on personal experience and lived realities.

The research results also revealed that the impact of breaking news is not temporary. It does not merely provoke immediate reactions, but can influence society's attitudes toward public affairs over the long term. This is especially true if this type of news becomes more familiar to the audience and exposure to information increases. Members of society are then more likely to engage in national events and form opinions based on what is presented. This indicates that the media is not merely a conveyor of facts, but plays a pivotal role in shaping public opinion on various issues. With such strong influence, it is clear that media institutions indeed contribute to determining the level of public debate and the direction of public opinion in the country.

From this, we can conclude that breaking news in Iraq is not merely a type of news that conveys facts and information to the public, but is also a creator of public opinion, shaping citizens' views on social, political, and economic issues. It also plays a significant role in either reinforcing or undermining citizens' trust in government institutions.



Recommendations

1. Iraqi television channels must work on presenting the news in an objective and impartial manner, avoiding bias toward one side at the expense of another, This can be achieved by raising the awareness of media professionals about the fundamentals of professional journalism, particularly the verification of information and the avoidance of sensationalism and exaggeration.
2. Iraqi television channels should establish strict procedures for verifying news before broadcasting it on screen, taking into account the speed at which breaking news is transmitted. Special departments can also be designated within media institutions to verify the credibility of news sources.
3. Emphasizing transparency by Iraqi television channels regarding the collection and presentation of news can be achieved by highlighting information sources and clarifying how the information is gathered, especially on issues that touch sensitive matters in society.
4. Iraqi television channels should be keen on quickly covering events, but not at the expense of accuracy. Accuracy can be ensured by the media personnel through editorial policies that prioritize the process of verifying information before its publication.
5. Spreading media literacy by television channels among the audience through advice on how to verify the accuracy of information before believing it, this is easy to achieve with media friendly messages during broadcasts or even an Awareness campaign.

6. Media coverage in Iraq should be a reflection of the balance of social and political trends existing in the country and should equally cover their different directions and trends. This is conducive to the community discussion and narrowing of differences.
7. Increasing trust in the media and public: It has been suggested that trust in media could be increased by improving the quality of produced content, engaging with the public on social networks, and responding to their questions and criticism in a constructive manner.
8. Training for journalists on sensitive news: Journalists need to be trained on how to handle serious news, including security or political crisis, to present them in a responsible manner so as not to lead to panic or chaos.
9. Collaboration between media institutions and government bodies to ensure the accuracy of information and contribute to reducing rumors.
10. Expanding the establishment of independent institutions concerned with monitoring the performance of media organizations and verifying their adherence to professional and objective standards in covering events.
11. Media institutions should adopt a positive role in promoting unity among all segments of the Iraqi people and encouraging constructive dialogue.
12. Media, especially television channels, should prioritize covering development issues, including infrastructure and public services, and play a role in enhancing trust between members of society and the government.
13. Giving proper attention by Iraqi television channels to



training courses for news personnel and relying on modern technologies in gathering and presenting news to achieve accuracy and speed.

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